

ABSTRACT

Systems, methods and data structures are described for collecting data in component memory of a printing device replaceable component and utilizing the data to provide marketing solutions for potential customers. A printing device records data related to the printing device, usage information, environment information, etc. in a memory tag of a replaceable component – such as a toner cartridge – used in the printing device. When the component is returned to the manufacturer for recycling, the information is retrieved from the memory tag and stored in a marketing database. The marketing database is searched for printing devices that meet certain search criteria. A customer is identified as using or owning the printing device, and marketing information is delivered to the customer. The marketing information is related to the customer's printing device and usage thereof.